First Alert System Text (FAST)
Fact Sheet

"National Emergency Alert Notification Service – AVAILABLE TO ALL."

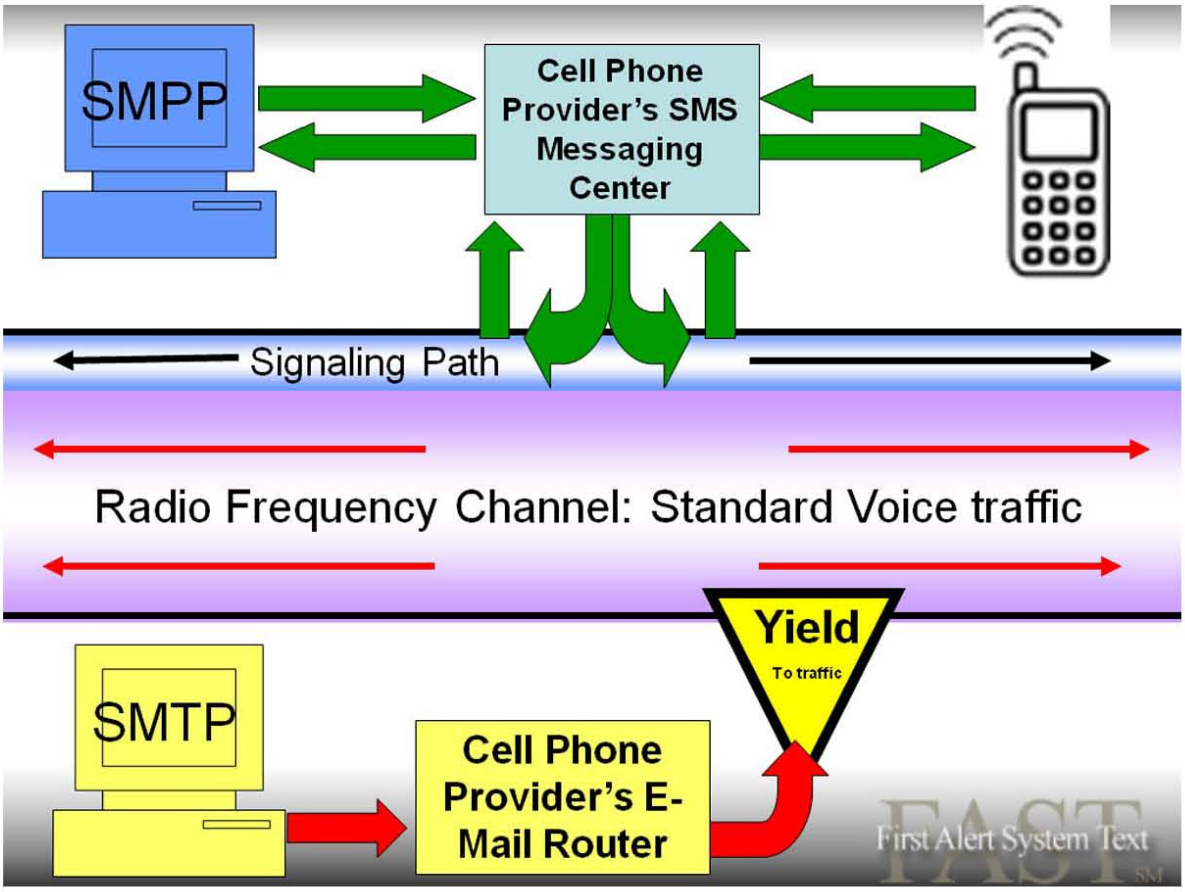
First Alert System Text (*FAST*), developed by First Alert System Text Corporation, is a National Emergency Alert Notification System utilizing the SMPP (Short Message Peer to Peer) Protocol, the quickest and most reliable method for mass delivery of text messages. Through a strategic joint venture with VeriSign, *FAST* has secured agreements with all major U.S cell carriers allowing for nationwide delivery of emergency and informational notification messages directly to a subscriber's cell phone with its text messaging feature enabled

CELL PHONES ARE NOW CONSIDERED THE BEST METHOD FOR RAPID AND ASSURED MASS COMMUNICATION:
Since 1996, U.S. cell phone users have grown from 34 million to over 250 million, with an estimated two billion users world-wide. Currently 25% of all U.S. households use only cell phones for voice communication, and that percentage is expected to dramatically increase as people discontinue the use of traditional landline telephones. The most obvious reason is that a cell phone is almost always on one's person.

DIFFERENCES IN PROTOCOLS: SMTP vs. SMPP
Both SMTP and SMPP are protocols for sending SMS messages. "SMS" is used as a synonym for a text message or the act of sending a text message.

- SMTP stands for "Simple Mail Transfer Protocol" and was first established in August 1982 as the primary means for sending email messages, as it remains in use today.
- SMPP stands for "Short Message Peer-to-Peer Protocol" and is the telecommunication industry's favored protocol for exchanging SMS messages. *FAST* uses SMPP.
    - Reporting Capabilities
        - SMTP doesn't have any capabilities to report or log transmission activities
        - SMPP can provide information regarding successful and failed deliveries and a return receipt of delivery

Using SMTP, voice traffic takes precedence over SMS traffic and thus may prevent or delay any and all text message delivery during times of high demand usage, as would be expected during emergency situations. SMPP, however, specifically handles only text messaging, and therefore has priority routing enabling much faster and assured delivery at all times. Quite simply the message is routed through the carrier's SMS messaging center and sent via the carrier's signal path.



DEPENDABILITY AND RELIABILITY

- Cell phones can obviously operate during grid power outages, as they can be recharged in any vehicle or by any other 12 volt source. Of equal importance, cell carrier systems are generally operational without regard to grid power outages.
- To receive a message via fax, e-mail or voice mail you must have
    - Electric Power
    - Internet Connection
    - Be logged on or be next to a phone, fax or computer
- The recipient immediately knows the specifics of the emergency situation

THE COMPELLING REASON FOR AN EMERGENCY TEXT MESSAGE ALERT SYSTEM

The *FAST* system is designed to provide the President and/or any government agency with an efficient means to communicate with the American people regardless of their location in the event of a national emergency. Through *FAST*, there would be direct access to the 250 million cell phones using either a computer or one's cell phone, provided that the secured administrative access setup has been followed.

THE *FAST* EMERGENCY ALERT SYSTEM ADVANTAGES

- **Automatic Operation**. *FAST* enables automatic notification from NOAA to the cell phone user's specifically affected geographic areas, thus providing all Emergency Operations Centers that added assurance of public awareness of a situation.
- **Redundancy for Assured Delivery**. *FAST*, using three redundant data centers, provides for an assured service level required before, during, and after emergency situations. Only one data center is required for nationwide delivery.
- **Most Assured Receipt of the Notification**. As most people now carry their cell phone at all times, a *FAST* text message is more likely to be received when compared to weather radios and TV broadcasts
- **No Implementation Costs to Any Federal, State, or Local Agency, Including Schools** Administrative access to the *FAST* National System is provided free to any agency needing the ability to communicate via text message. At this time, the financial support is provided by the opted-in paid subscription to the National Emergency Alert Notification Service now available through all major United States cell phone carriers at a monthly billed cost of .99 per individually subscribed cell phone number.

***FAST* IS READY FOR IMMEDIATE IMPLEMENTATION**

Thousands of hours have been expended to design and build the *FAST* National Emergency Alert Notification Service. The goal was simple and straightforward. It was to provide a system that everyone could use, design a program that would enlist the support of all U.S. cell carriers, and, most importantly, to develop a plan that allows free access to all agencies charged with the responsibility of emergency alert notification. Plus, *FAST* is guaranteed to be a marketing dream, as it is an easy acronym for everyone to remember and accept. What could be better than a *FAST* response!!

CURRENT ADOPTION STATUS OF *FAST* BY AGENCIES AND SUBSCRIBERS

FAST started offering access to the service in October 2007, with the official launch and public awareness campaign starting on January 30, 2008. Since that time, there have been an ever-increasing number of people subscribing to receive *FAST* alerts.

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